

State of California
CALIFORNIA ARTS COUNCIL
PUBLIC MEETING
MINUTES

California



Arts Council

ANNUAL MEETING
January 26, 2010

The Ballroom
Stanford Mansion
800 N Street
Sacramento, CA 95814
(916) 324-0575

ATTENDANCE

Council Members:

Alexander, Michael
Feruzzi Shriver, Malissa (Chair)
Hubbard, Adam
Skelton, Karen
Steinhauser, Susan
Turner, William

Members not in Attendance

Jefferson, Charmaine

Staff:

Muriel Johnson, Director
Marilyn Nielsen, Deputy Director
Josie S. Talamantez, Chief of Programs
Scott Heckes, Chief of Administration
Mary Beth Barber, Communications Director
Patricia Milich, Public Awareness Coordinator
Lucero Arellano, Arts Program Specialist – Creating Public Value and Statewide Networks
Rob Lautz, Arts Program Specialist – State-Local Partners
Kristin Margolis, Arts Program Specialist – Poetry Out Loud and Poet Laureate
John Seto, Arts Program Specialist – assists all programs
Diane Golling, Executive Secretary, Social Media Associate
Darrie Malle-Cutler, Special Graduate Student Assistant – ARRA documentation
Terry Walter, Accounting Manager
Theresa D’Onofrio, Graphic Designer

Invited Guests:

Terry Wolverton, Strategic Planning Facilitator
Grace Lieberman, Stanislaus Arts Council
Louise Music, Alameda County Office of Education
Wendell Yuponce, Composer and Web 2.0 Marketing Specialist

Public in Attendance

Ester Weinapple, Stanislaus Arts Council
Ruth Rosenberg, California Presenters
Jian Wang, artist
Jessica Qu, curator
Angela Tahti, PlacerArts
Deb Jensen, El Dorado Arts Council
Carol Herschleb, Arts Collaborative of Nevada County
Karen Killebrew, PlacerArts
BJ Jordan, Sierra County Arts Council

CALIFORNIA ARTS COUNCIL

Minutes

January 26, 2010 - Sacramento

ANNUAL MEETING

Call to Order

Chair Malissa Feruzzi Shriver called the meeting to order at 8:40 a.m.

Roll Call

Mary Beth Barber called the roll. In attendance : Alexander, Feruzzi Shriver, Hubbard, Skelton (arrival 9:05 a.m.) Steinhauer, Turner. Not present: Jefferson.

Approval of the Minutes from November 19 and 20 Strategic Planning Meeting

Johnson proposed three copy corrections to the draft November 19-20 minutes (see handout). Feruzzi Shriver asked if the Council had any additional amendments to the minutes from this meeting. None were offered. Turner moved to approve the minutes with proposed amendments. Hubbard seconded. Vote tabled until the arrival of Skelton.

Resignation Letter from Councilmember Eunice David

Alexander read to the Council a letter from Councilmember Eunice David announcing her decision to resign. "By now you have heard that I have resigned from the California Arts Council. I find that I will be spending more time than usual in New York, which means that I will not be able to give the Council my full time and effort, which it certainly deserves. I think you for your friendship. I've learned a lot from you, and have come away from my years on the Council with a broader understanding and appreciation of the important tasks that lie ahead of you in the coming years. I wish each and every one of you the very best."

Johnson said that staff will draft proclamations for David and former Councilmembers Chong-Moon Lee and Fred Sands for their service and dedication to the arts in California.

Election of Officers for 2010

Alexander said that the Nominating Committee – consisting of himself and Jefferson -- proposed the re-election of Feruzzi Shriver as Chair, and the nomination of Turner as Vice Chair. He noted that the proposal of Feruzzi Shriver and Turner in leadership positions made sense during a year when Arts License Plate promotion was at a critical point. A vote on the election of officers was tabled until the arrival of Skelton.

Strategic Planning

Consultant Terry Wolverton led the Council in the Strategic Planning Process until 11:45 a.m.

ACTION ITEM: Strategic Plan

Skelton moved to approve the vision, issues and goals outlined in the Strategic Plan as drafted by Wolverton. Turner seconded. The motion passed unanimously.

ACTION ITEM: Minutes for November 19-20 meeting

Feruzzi Shriver re-opened the vote for the approval of the November 19-20 meeting. The motion passed unanimously.

Stanford Mansion and California State Parks

Johnson acknowledged Casey Hayden, staff at the Stanford Mansion, and others from California State Parks – especially Cathy Taylor, Capital District Superintendent – for hosting the Council meeting in the elegant Stanford Mansion in downtown Sacramento, and State Parks Director Ruth Coleman. Feruzzi Shriver further acknowledged the elegance and grace of the museum facility, adding that many high-level events involving the Governor and the Office of Protocol take place in the facility to entertain visiting dignitaries and hold special events.

ACTION ITEM: Election of Officers

The Nominating Committee (Alexander and Jefferson) proposed the following: Malissa Feruzzi Shriver, Chair; and Bill Turner, Vice Chair. Alexander moved, Steinhauser seconded, and the officers were elected unanimously.

Break

The Council took a short break and reassembled at 12:05 p.m.

Chair's Report

Feruzzi Shriver directed the Council's attention to the written Chair's report in the councilbooks. She commended Eunice David's dedication to the arts in California and recognized her teamwork with the proposal for a state arts award program – a proposed program that eventually morphed into the California Hall of Fame. Feruzzi Shriver also commended former Councilmembers Fred Sands and Chong-Moon Lee for their terms on the Council, and noted that there are now four CAC vacancies to be filled by the Governor.

Feruzzi Shriver noted a recent Western States Arts Federation (WESTAF) meeting she attended with Johnson where WESTAF experts encouraged state arts executives and advocates to think strategically and find windows of opportunity to advocate for the arts. Given the strength of the entertainment industry in California, Feruzzi Shriver proposed working more closely with the film studios, music companies and others that are part of the state's creative economy – especially concerning public awareness of the arts and the importance of the Arts License Plate to the CAC's budget. She has also been seeking *pro bono* marketing advisors, especially in the viral marketing area, to assist with promoting the Arts License Plate.

Feruzzi Shriver acknowledged the hard work from Councilmembers and staff, especially in light of the difficult funding situations, increased workload, and in the staff's case, the state's three furloughs on the first, second and third Fridays of the month.

Introduction of Staff

Various members of the California Arts Council staff introduced themselves and briefed the Council on their job duties and areas of expertise. See list of staff on Attendance sheet, page 2.

Introduction of Members of the Public

Grace Lieberman, Stanislaus Arts Council

Ester Weinapple, Stanislaus Arts Council

Alexander noted that Ruth Rosenberg of California Presenters had also been in attendance earlier in the day. Johnson added that artist Jian Wang had been in attendance earlier and left a book of his artwork to show the Council, as well as curator Jessica Qu.

General Discussion – “ArtWORKS!” and Arts Plate/Franchise Tax Board

Alexander noted that the new public-awareness theme for the National Endowment for the Arts under Chair Rocco Landesman is “Art Works,” an almost identical wording of the California Arts Council’s feature section “ArtWORKS!” on the agency’s website, where grant program recipients work in their communities are highlighted. Steinhauser suggested that the agency’s ArtWORKS! stories be formatted into print for PDF form and forwarded to legislators. Arellano said she would investigate the possibility to do so.

Feruzzi Shriver noted that since the last meeting in November 2009, the Franchise Tax Board (FTB) released a letter stating that fees for the Arts License Plate are considered charitable contributions to the California Arts Council for tax purposes. Feruzzi Shriver acknowledged Barber for her diligence and work in this matter, noting that the FTB statement will make the Arts Plate more attractive to many people and businesses in California.

Programs Report

Talamantez directed the Council to the proposed list of panelists for agency program-review peer panels, noting that panelists work as volunteers. The Council discussed the panel review process as well as the process for seeking peer panel members. Talamantez encouraged all members to submit names of potential review-panel members for future addition to the current lists. Johnson encouraged all Councilmembers to consider being a panelist, or to attend a peer-review panel to get a better understanding of the process. Talamantez noted that peer panels will be taking place in the spring, with Creating Public Value 2009-10 in April, and Artists in Schools 2010-11 and Statewide Networks 2009-10 in May.

The Council and staff also discussed the pros and cons of using video and/or telephone conferences to conduct peer-review panels. Talamantez noted that the agency is considering having the Statewide Networks panel by teleconference, and that the peer-review panel for the ARRA grants in 2009 was by teleconference. Talamantez added that a great deal of discussion, interaction and understanding is lost when peer-panel members are not able to review and discuss the applications in person. The agency allocates \$10,000 for panel pool expenses. Steinhauser suggested an analysis by staff that compares the potential cost savings on travel, hotel and food against the disadvantages of panelists not being able to discuss applications in person.

Alexander added that perhaps teleconference peer-panels would work better for programs with a small number of applications, but that the arts field needs to see that the Arts Council’s panel process is open and fair, and that every applicant is considered. Talamantez added that staff has considered multi-year grant cycles, especially for the State-Local Partner program. Steinhauser

noted that the listing of suggested panelists was in order by program, and asked that staff perhaps provide the list by artistic expertise or panelists location in the state for Council.

ACTION ITEM: Approval of Pools for Peer Review Panels

Alexander moved to approve the pools for Peer Review Panels. Turner seconded. The motion passed unanimously.

Arts Education and the Los Angeles Unified School District (LAUSD)

Steinhauser noted that the Los Angeles Unified School District (LAUSD) was in the process of decreasing the funding for the Visual and Performing Arts (VAPA) education by 50% in the primary grades (K-6). She noted that the LAUSD is the largest school district in the state, and that the District's actions may represent the first of similar actions throughout California. Steinhauser presented a proclamation encouraging the LAUSD to continue funding VAPA K-6, and asked for a motion for the Council to approve the proclamation and Councilmembers to sign it. Turner asked for clarification whether such a resolution would be considered lobbying versus advocacy, and Johnson noted that the VAPA education funding does not represent the Arts Council's budget and would be considered advocacy for arts education, not lobbying for the agency.

Alexander thanked Steinhauser for bringing the matter to the Council's attention and noted the trend of cutting funding for both certified full-time arts teachers as well as teaching artists – a trend that affects both the children who will not receive arts in their early lives, as well as the jobs and arts organizations directly affected from an employment and economic point of view. Alexander said the LAUSD's actions could have a direct impact on the cultural climate and creative economy of the state.

Talamantez added that such cuts could affect Artists in Schools grant recipients, and that Wayne Cook, the agency's Arts Specialist who manages the arts education programs, will keep informed of such developments in other parts of the state. Alexander asked if the Artists in School program needed to be amended based on the possibility of similar developments, and Talamantez said she would investigate and report back to the Council at the next meeting.

The Council continued to discuss arts education issues; Hubbard noted that in his discussions with other full-time classroom teachers, the visual and performing arts are typically the first subjects to be decreased or eliminated when funds or teaching hours are tight. Steinhauser noted that the LAUSD's proposed VAPA funding decrease could extend for years if the initial proposal is adopted this year. She also noted that the LAUSD's overall decrease for the entire District is in the single digits (approximately 3%), but that the proposed decrease for VAPA funding K-6 is 50%.

ACTION ITEM: Adoption of LAUSD Visual and Performing Arts K-6 Funding Resolution

Steinhauser proposed the Council approve the draft proclamation encouraging the LAUSD to continue to fund Visual and Performing Arts education for grades K-6 at or near the current level, as drafted. Turner seconded. The motion passed unanimously. Steinhauser also asked staff

to send the proclamation to the LAUSD, members of the media, and other arts education stakeholders.

Finance Report

Heckes said that the Governor's office has proposed a series of cuts in labor costs through salaries and pension contributions for all state agencies, as outlined in an executive order from January 8. Heckes said that defining the exact size of the budget reduction requested of the California Arts Council has not yet been defined, and that the requirements could change throughout 2010 during the overall state budget negotiations.

Steinhauser asked if the agency could request more from the Arts License Plate Fund, and Heckes pointed out that the current agency budget had more ALP funds than were being brought in by ALP sales and renewals currently. Requesting even more may not be prudent until Arts Plate sales start to rise.

Turner asked if Arts Plate funds could be used to fund promotion and public awareness to increase the amount of Arts Plates sold, and therefore increase CAC funding. Heckes said yes and noted that the Council had approved the allocation of \$50,000 for this purpose. Alexander asked for clarification on the distribution of the CAC budget, especially concerning ongoing costs of the California Cultural Data Project (California CDP) participation, membership fees for the Western States Arts Federation (WESTAF), and ALP public awareness, as well as grant programs. Heckes said that approximately \$3.1 million of the budget is allocated for programs, \$51,000 goes for memberships in WESTAF, Americans for the Arts, the National Alliance of State Arts Agencies (NASAA) and others, and then \$50,000 had been slated for ALP public awareness. Alexander noted that the \$51,000 for membership fees was quite reasonable and lower than he had expected.

The Council continued to discuss funding issues. Steinhauser asked how much funding was slated for Poetry Out Loud, mistakenly thinking it was around \$1 million. The NEA awards \$20,000 and the CAC allocates \$60,000 for the initiative, with additional funding provided by Target (\$15,000) and other sponsors to continue the program. Alexander noted that Landesman was planning a trip to California in the coming months, and suggested that Council and staff discuss current budget issues concerning the Arts Council at that time. Johnson noted that NASAA has reported significant decreases in states' arts funding nationwide – ten years ago the sum amount from all states was \$450 million, versus \$297 million today, with 37 states decreasing their arts budgets during that time period. In the most recent fiscal year, California actually saw a .3% increase while just about every other state took a decrease in arts funding.

Turner noted that a significant funding increase from the Arts License Plate could set a trend for other states. Alexander suggested asking California Congressional members to investigate an NEA increase, given California's description as a "donor" state as the state receives significantly less in federal funds than it sends to the federal government in tax revenue. Councilmembers agreed that a successful Arts License Plate campaign would be the best means of increasing the agency budget and discussed ways to help with promotion.

Director's Awards

Johnson explained that each year the California Arts Council Director acknowledges key arts leaders in California through the Director's Awards. This year the recipients are Bernard Boudreaux, Senior Manager of Community Relations, Target Corporation; and Louise Music, Arts Education Coordinator, Alameda County Office of Education. Also honored were Ken Franklin, Director, Modoc County Arts Council; and Grace Lieberman, Executive Director, Stanislaus Arts Council. Both Franklin and Lieberman were honored for having served as executive directors of their respective local arts agencies for more than 25 years.

Franklin, who was unable to attend due to snow and weather issues, has served as Director of Modoc County Arts for 28 years. He has had no staff and kept the arts agency alive for three and a half years without salary when the California Arts Council budget experienced a severe budget reduction and almost all granting programs were cut.

Johnson presented Lieberman with an award and certificate, noting her 32 years of dedication to the arts in Stanislaus County that included working without pay following the 2003 budget issues. Lieberman currently has a new challenge: rebuilding the records and office for the Stanislaus Arts Council after a devastating fire destroyed the previous office, equipment and various pieces of artwork and a grand piano. Johnson and other Councilmembers acknowledged Lieberman for her hard work, dedication, and upbeat nature in the face of past and current crisis.

Boudreaux and the Target Corporation has been a staunch CAC ally. Boudreaux judged the 2009 California Poetry Out Loud state finals, and Target has underwritten two statewide conferences as well as the past two Poetry Out Loud competitions. Boudreaux was not able to attend, and Music had not yet arrived to receive her Director's Award.

Social Media Outreach/Music Contest

Wendell Yponce, a professional music composer with marketing and Web 2.0 experience, introduced himself to the Council and outlined a proposal for a music-based multi-media competition to increase public awareness for the agency. Yponce offered his expertise and services to help with the competition and outlined how such a project could increase agency interaction and awareness with the professional music industry and creative youth who use computer-based tools to create music, video and multi-media. Yponce added that such a competition could be used as a vehicle to create awareness of the Arts License Plate and potentially encourage sales, and that the overall costs of the competition would be minimal, with volunteers providing much of the administrative work and outreach would be viral through the internet. Barber and Milich explained that such a project could be a very good vehicle for the agency to create public awareness with youth and young adults, which do not seem to be aware of the California Arts Council, the Arts License Plate, or the state's arts networks currently, and could be tied into California Arts Day and National Arts and Humanities Month in October.

Alexander expressed concerns that the agency would have little control over its own image with such a competition, considering the number of outside volunteers needed for such a project. Alexander also expressed concern that initiating such a project now may interfere with web-based viral efforts of the Arts License Plate awareness campaign. Steinhauer, Skelton and

Turner expressed similar concerns. Feruzzi Shriver expressed her gratitude to Yuponce for his initiative and offer of assisting the agency.

ACTION ITEM: Indefinite Postponement of the Music-based Multi-Media Competition

Proposal

Turner moved to table the music-based multi-media competition proposal indefinitely. Alexander seconded. The motion passed unanimously.

Director's Awards – Louise Music

Johnson introduced Louise Music, arts education coordinator for the Alameda County Office of Education. Alameda County's theme is "Art IS Education" and its robust arts education program brings K-12 schools together with local arts organizations to provide quality arts education for Alameda County students. Music is a key leader in this arts education success story. Johnson presented Music with a certificate of congratulations of the 10th anniversary Alliance for Arts Learning (Arts for All) and award, and thanked her for her dedication to arts education.

Public Comment

Angie Tahti, Executive Director of PlacerArts, introduced members of the Sierra Nevada Arts Alliance – State Local Partners. Local arts agencies that are part of the Sierra Nevada Arts Alliance include: Friends of the Arts Butte County, Calaveras Arts Council, El Dorado Arts Council, Kern County Arts Council, Madera County Arts Council, Mariposa County Arts Council, Modoc County Arts Council, Arts Collaborative of Nevada County, PlacerArts, Siskiyou County Arts Council, Sierra County Arts Council, and Yuba-Sutter Regional Arts Council.

The individual who gave the overview of the various local arts agencies activities were: **Tahti, Deb Jensen** (El Dorado Arts Council), **Carol Herschleb** (Arts Collaborative of Nevada County), **Karen Killebrew** (PlacerArts), and **BJ Jordan** (Sierra County Arts Council).

Conclusion and Adjournment

Feruzzi Shriver invited the Councilmembers to sign the LAUSD Arts Education proclamation approved earlier in the day, as well as the resolution in support of strong Visual and Performing Arts Education K-12 in California approved during the teleconferenced council meeting on December 1, 2009. Johnson reminded the Council of the reception with state legislators, legislative staff, and others in the Governor's office immediately following the Council meeting. Turner moved to adjourn, Alexander seconded, there was a unanimous vote and the meeting adjourned at 4:12 p.m.